These guidelines are for all adults, children/young people who will be interacting with the media, their accompanying adults/translator and other organizations, (particularly those responsible for the media activities), participating in any consultations or meetings organized or supported by SAIEVAC (South Asia Initiative to End Violence Against Children).

These guidelines aim to ensure that children and young people are:

- Treated/recognized as experts at the consultation and their views are taken seriously by a wider audience;
- Adequately informed, prepared and comfortable working with the media;
- Protected against the negative impacts of work with the media;
- Enjoy a meaningful and positive experience working with Media.

Core principles underlining all media activities:

**Best interests:** In all matters relating to media coverage, publicity and documentation for the consultation, the individual child/young people participants' best interests will always be the first priority. Individual children's rights will always be more important than advocacy and publicity objectives. The organizing team together with the children/young people will be involved in defining where the delegate's best interests lie.

**Informed consent:** The informed consent form will be prepared by the Child Protection task group/Child Participation Advisory Group, clarifying the objective of the media interaction. The informed consent of children/young people and their parent/guardian will be obtained before any contact with the media. No children/young people participant will be forced or misguided for the media interview.

**Children’s Expertise:** Participating children/young people are experts on the issues that affect them who can offer children/young people perspective on the issues. There will be no information distributed that discloses personal stories or contact information of these children/young people. Journalists will not be allowed to ask questions about personal experiences that might discomfort children/young people interviewed. Children and young people will be encouraged to share their opinions on the issue, give examples of good practices and recommendations for future actions.

**Risk Assessment:** All children/young people who give their consent to undertake media work will be involved in a risk assessment with a member of the staff team responsible for media work. This process will help the participants to make decisions about how they will present themselves to the media and the kind of messages they feel comfortable talking about.
**Privacy:** As children/young people are not publicising any of their personal experiences, it will be up to individual participants to decide if they want to obscure their identity (after a risk assessment is made). If so, then a plan will be developed to assist with this.

**Direct contact:** All direct contact between media representatives and the children/young people will be voluntary, based on their informed consent, and in the presence of the organizers/chaperones.

**Quality of coverage:** The organisers will make every effort to ensure that media coverage, publicity and documentation of the consultation is positive, ethical, respects the rights of the child, and contributes towards the objectives of the consultation.

**The Media Team at the Consultation**

All media work at the children’s consultation and other formal/informal meetings will be coordinated by the Media Focal Person who will also be part of the Child Protection Team for the Consultation. Media Focal Person will work with the following team:

1. Media Focal Person:
2. Media Team & Consultants:
   - Adults:
   - Children/Young people:

**Preparatory processes for media activities**

The selected volunteers (children and young people) for Media activities will receive a briefing on media and the media activities by the media team to:

1. Present background information on what the media is, how media activities will work, the impact of doing a media interview or producing artwork/text for media. Discuss the impact of signing the Media Release Forms by interested/selected children and young people.
2. Give children/young people an opportunity to discuss and decide on how they want to be involved at planned media activities at the Consultation and other meetings.
3. Identify which children/young people are interested in getting involved in which particular media work such as:
   - One-on-One Interviews (TV, Radio, Print)
   - Press Conference/Plenary Media Interaction Question & Answer Session:(TV, Radio, Print)

The Children/Young people interested in involving in media work will take part in preparatory session, aiming to:

1. Discuss in detail the impact of doing media interviews;
2. Participate in a role play of a media interview;
3. Develop a media profile (a document for the media that explains their expertise) for each selected participant;
4. Develop a media activities plan for the team (clarifying who is involved in which types of media work, i.e. production of media materials/on-line chats/press conference participants, etc.);
5. Make a personal assessment of the risks and benefits of giving interviews (in conjunction with chaperones and a member of the media team) – in particular what each participant would like to achieve from getting involved in the media work.
Guidelines for media activities

Media Profile: A ‘Media Profile’ will be developed for children/young people who have given their consent to participate on media work. This information will be developed jointly with the Media team and circulated to the media professionals to promote the voices of children/young people:

- Name (or pseudonym):
- Age:
- Country*:
- Area of expertise: (including their area of interest on the issue of, explaining any involvement in work/community etc.)
- An outline of the message or a ‘quote’ from the child/young people
- Privacy: explaining they want their identity to be obscured and how i.e. (state that name is not real, no photos allowed of this child etc.)

A copy of all media profiles will be distributed to media professionals at the Children Forum/Meeting.

*Addresses/Contact information of children/young people will not be given out.

Media Assessment and Protection Plan: The risks and benefits in taking on media work for children/young people should be assessed by the organizers and participants, looking at the following:

- What they hope to get out of the Consultation, issues to highlight, etc. – this will help to focus on what they want to say and how and who they want to reach. It may also help to give confidence that this is a process that they can direct, if not totally control – and help them to keep ‘on-message’ if they get an unexpected or difficult question.
- Whether they want to tell the press that they have personal experience of the issues being discussed and how to answer questions about their personal experience (or how to avoid answering questions).
- Whether they want to obscure their identity and how they might want to do this (i.e. no visual images at all/silhouetted images, pseudonym, etc.)
- What their main messages are and whether these might ‘offend’ any individuals or groups – how to avoid causing offence.
- What to do when the participant is uncomfortable in an interview (signs that could be developed between the participant and the Media Focal Person / Consultant / Chaperone to show that they want to end the interview or they want the Chaperone to intervene, etc.)

Video, film and photography

An official photographer and videographer will be employed for the Consultation. The official photographer and videographer may take individual shots of delegates but they will ensure the individual has given their consent with support and in discussion with the Child Protection Focal Point and the accompanied chaperon. The videographer/photographer has to be oriented on what parts of the Consultation to be highlighted while developing the Consultation video/photo albums and footages.

During plenary sessions, if children are speaking, photos and video are permitted unless otherwise stated at the time.

On all other occasions, photos and video of participants can only be taken and used with their consent. This includes gaining consent to the way in which the footage/photo will be used.

Attendance of media

All media representatives will need to be accredited and on invitation only.
The media will be permitted for specific plenary or press event only. These events and times will be clearly explained to children/young people at the Children Preparatory Forum.

**One-to-one interviews**
Children/Young people will not be allowed to be involved in more than 3 one-to-one media interviews in a day.

Media interviews will all take place in designated rooms at specified times (not otherwise in the places such as corridors, etc.)

**Debriefing:** Immediately after every interview a debriefing with one of the Media Team members will take place to share any concerns and/or plan any other necessary responses. If necessary, the journalist will be contacted to change/edit the responses from the child/young people.

**Artwork or text:** Prior consent will be sought from children/young people for publication of any artwork or text produced during the children’s preparatory workshop or meeting (the delegate’s own explanations of their artwork should be written on the back or attached to the original and should form the basis of a caption when the artwork is used).

**Guidelines for Media Professionals:** There shall be a separate Guidelines for Journalists.
I ________________________________(name) of ________________________________(address and country)

give my permission for any photos, video or interviews taken of me by the organizers or any media during the Consultation in ........................., on ........................., to be used for advocacy, news stories, and human interest stories on the internet, television or print publications. These materials will only be used to promote the objectives of the consultation and contribute to creating more awareness on children’s issues.

In return, all media interviews will be conducted in consultation and in the presence of Media Team working at the Consultation. I will have the right not to respond to any questions that I don’t want to answer.

Signed:_______________________________________

Date:________________________

---

General Guidelines on Media Activities with Children in Meetings/Consultations Organized or Supported by SAIEVAC
These guidelines have been developed for all media professionals attending the Consultation.

These guidelines aim to ensure that media professionals have:

- Clear information on participating children/young people regarding their experience, messages and any limitations on interviewing and publication;
- Clear information about the way in which interviews with children/young people will be arranged and conducted, and the reasons for these guidelines.

These guidelines aim to ensure children/young people at the meeting are:

- Respected and treated as experts;
- Adequately informed, prepared and comfortable working with the media.

Children and young people’s representatives from the region will be attending the Consultation. All participating children/young people have been selected because of their experience and involvement in efforts to combat violence against children in their respective places and understanding of the issue in the region.

**Children/Young people Media Spokespeople**

A selected group of children/young people can volunteer *(needs in-depth planning and preparatory sessions)* to interact with journalists during the any Consultation and other meetings. They will be working closely with the Media Team and Child Protection Focal Point as well as accompanied chaperon to prepare for their role as Media Spokespeople on behalf of the young people participating in the consultation. They come from a variety of backgrounds and offer a range of opinions and experience on the issue of violence against children in different forms and settings.

**Media Profiles**

Media profile on children and young people participating in the media activities will be distributed to all journalists highlighting the following information:

- Name (or pseudonym), age and country*:
- Area of expertise and interest on the issue including any involvement in campaigning, project or community work in their respective places.
- An outline of the message and quotes from the children and young people to be used by journalists
- Privacy: an explanation of whether they want their identity to be obscured and how this should be done i.e. (use of pseudonym, no photos allowed, etc.)

*Personal contact information of the children and young people will not be given out.

**Video, film and photography**

An official photographer and videographer will be hired for the Consultation who will be documenting the event for internal use and documenting the event for developing reports and other references.

Photos and video are permitted during plenary sessions while the children and young people are speaking, unless otherwise stated at the time. On all other occasions, photos and videos of children and young people can only be taken with their consent by providing complete information on how it will be used as explained above.
Attendance of Journalists at the Meeting
All participating media representatives should be accredited and on invitation only.

Guidelines on Interviewing Children and Young people
- Make sure that children have shown interest in participating in the interviews for the media and have signed the media consent form.
- Always take permission from the child and the Child Protection Focal Point as well as from the accompanied chaperon as is possible before conducting the interview and provide information on how this information will be shared with the public.
- Children/young people will not take on more than 3 one-to-one interviews in a day. This will be monitored by the Consultation Media Team and the Child Protection Focal Point who will also help coordinate interviews with senior management and staff of I/NGOs, UN Agencies, Government Representatives and VIPs.
- Media interviews will take place in designated rooms. Where possible interviews can be arranged outside by the Media Team. Interviews will not be allowed in random spaces such as corridors without receiving permission and confirmation from the Media Team.
- Do no harm to any child; avoid questions, attitudes or comments that are judgmental or insensitive to cultural values, that place young people in danger or expose them to humiliation, or that reactivate a child’s pain and grief from traumatic experience.
- Do not discriminate in choosing children to interview because of sex, race, age, religion, status, class, nationality, educational background or physical abilities.
- No staging: Do not ask/pursue children/young people to make up and tell a story or take an action that is not a part of their own story.

Guidelines for Reporting on Children/Young people
- Do not further stigmatize any child/young people; avoid categorization or descriptions that expose children/young to negative reprisals including physical or psychological harm, discrimination or rejection by their local communities.
- Confirm the accuracy of what the child/young people has to say, either with children or with adult, preferably with both.
- Always provide an accurate context for the child’s/young people’s story or image.
- Always change the name and obscure the visual identify of any child/young people who is identified as:
  - Victim of sexual abuse and exploitation
  - A perpetrator of physical or sexual abuse
  - HIV positive, living with AIDS, etc; unless the child/young people and the Child Protection Focal Point as well as the accompanied chaperon gives fully informed consent;
  - Charged or convicted of a crime